1 <u>ABSTRACT</u>

2	Referral marketing allows retail customers to circulate a message
3	recommending a product to a designated set of contacts. The
4	recommendation may be posted with the order or subsequently, after the
5	individual has received the product. The invention may include response-
6	tracking capability that records whether any of the individuals who received
7	recommendations purchase the product and facilitates compensation of the
8	individual by the seller for making the sale.

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